

Before the
Federal Communications Commission
Washington, D.C. 20554

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Federal Communications Commission
Office of Secretary

In the Matter of

Broadcast Localism

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MB Docket No. 04-233

COMMENTS OF
THE NORTH CAROLINA ASSOCIATION OF BROADCASTERS

Wade H. Hargrove
Mark J. Prak
Marcus W. Trathen
Charles F. Marshall, III

BROOKS, PIERCE, McLENDON,
HUMPHREY & LEONARD, L.L.P.
Wachovia Capitol Center, Suite 1600
150 Fayetteville Street Mall (27601)
Post Office Box 1800
Raleigh, North Carolina 27602
Telephone: (919) 839-0300
Facsimile: (919) 839-0304

*Counsel for the North Carolina Association
of Broadcasters, Inc.*

November 1, 2004

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The North Carolina Association of Broadcasters, Inc. ("NCAB") is a non-profit trade association comprised of 222 radio and 30 television members, with stations located throughout North Carolina. NCAB is the voice of North Carolina broadcasters with respect to proposals by government agencies, such as the FCC, to regulate the fashion in which radio and television stations serve the public. By its attorneys, the NCAB hereby submits its comments in response to the *Notice of Inquiry*, MB Docket No. 04-233, FCC 04-129 (July 1, 2004) in the above-captioned proceeding.

NCAB's radio and television members set about every day to serve the interests and needs of the citizens who are their listeners and viewers. With all due respect and without being immodest, North Carolina's radio and television stations do an excellent job of serving the public interest day-in and day-out. While it has become fashionable in some quarters to criticize broadcasters' public interest service on the theory that such criticism may inspire broadcasters to provide even greater levels of public service, the fact is that such allegations are most often factually baseless. This proceeding stems from a factual premise—that broadcasters are somehow unaware of the problems, needs and interests of the communities they serve and that they fail to meet such concerns in their programming—that is without real world factual support.

NCAB welcomes the opportunity to remind the Commission just how aware, active, involved and responsive North Carolina's radio and television industry is in actual practice.

Wherever and whenever a problem exists, and whatever that problem may be, NCAB's members are engaged and respond to such problems using the power of radio and television on behalf of the communities they serve. Whether the problem is a weather disaster such as a hurricane, a social problem such as education, a human need such as food and shelter, or political issues raised

in local, state and national elections, North Carolina's broadcasters respond programmatic and otherwise to endeavor to meet human needs and address such issues.

On October 22, 2003, the FCC conducted a field hearing in Charlotte, North Carolina devoted to the issue of broadcasters' service to their local communities. No reasonable person could review the record created at that hearing and conclude that new regulations are needed to induce broadcasters to serve their communities. To be sure, there were some folks with complaints to register. Nonetheless, the examples of positive actions taken by broadcasters in response to community needs were abundant. In short, no case has been made for a need to depart from the sensible policy established by this Commission more than 20 years ago, when it eliminated its formal ascertainment rules and programming guidelines.¹

NCAB hereby requests that the Commission incorporate the record of the various field hearing in Charlotte, San Antonio, Rapid City and Monterey into this proceeding.

In support of the proposition that the Commission's current regulatory scheme is working fine, NCAB respectfully submits, with these comments, various letters and e-mails from the Governor and Attorney General to members of the public and community groups. These letters constitute a telling testimony of the efficacious nature of the North Carolina broadcast industry's public service.

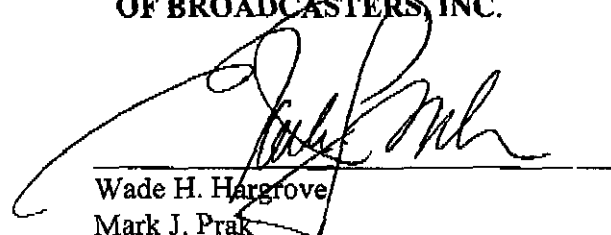
¹See generally, *Deregulation of Radio*, 84 FCC 2d 968 (1981); *Revision of Programming and Commercialization Policies, Ascertainment Requirements, and Program Log Requirements for Commercial Television Station*, 98 FCC 2d 1075 (1984).

Conclusion

NCAB respectfully submits that this inquiry should be terminated.

Respectfully submitted,

**NORTH CAROLINA ASSOCIATION
OF BROADCASTERS, INC.**

A handwritten signature in black ink, appearing to read 'Wade H. Hargrove', is written over a horizontal line.

Wade H. Hargrove
Mark J. Prak
Marcus W. Trathen
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BROOKS, PIERCE, McLENDON,
HUMPHREY & LEONARD, L.L.P.
Wachovia Capitol Center, Suite 1600
150 Fayetteville Street Mall (27601)
Post Office Box 1800
Raleigh, North Carolina 27602
Telephone: (919) 839-0300
Facsimile: (919) 839-0304

Its Attorneys

November 1, 2004



THE NEWSCASTER

North Carolina Association of Broadcasters

October 2004

NCAB Educational Foundation Sponsors First Meeting Senatorial Candidates Yield Lively Debate

Running for office is a challenge. Some might argue that negotiating a debate between two candidates running for office is even more of a challenge. Patience and savvy negotiations for a debate between the top two candidates for North Carolina's U.S. Senate seat won out, however, resulting in a spirited exchange between Democrat Erskine Bowles and Republican Richard Burr. Held on Monday, September 27 — just five weeks before the election — the senatorial debate was sponsored by the NCAB Educational Foundation (NCABEF) and broadcast live by a statewide network of NCAB-member television and radio stations. The debate, held at the studios of UNC-TV in Research Triangle Park before an audience of family, friends, guests, broadcasters and NCAB board members, the debate was produced by UNC-TV and moderated by National Public Radio's Carl Kasell.

Questions for the candidates were supplied by the Radio Television News Directors Association of the Carolinas (RTNDAC). Topics of discussion included Iraq and homeland security, the economy and trade. "I thought the debate broadcast was a great success for our Association," said Clay Milstead, Debate Chair. "I'm grateful to the staff and management at UNC-TV for their valuable contribution and would also like to thank all the stations across the state for their participation."

"We, as broadcasters, were pleased to offer the candidates this free broadcast time," said Ardie Gregory, NCABEF President. "These broadcasts provided all of the voters of North Carolina an opportunity to see and hear the candidates and evaluate their views and positions on the critical issues facing the State and nation."

Invitations for a gubernatorial debate were also issued to Governor Michael Easley and Senator Patrick Ballantine, but were ultimately declined by the Easley campaign.



Annual Convention "The Best"

The Grove Park Inn in Asheville, site of NCAB's 2004 Annual Convention, provided a refreshing break for North Carolina broadcasters in July, just prior to the oncoming hectic hurricane and political seasons.

Exceptional speakers set the pace, including FCC Commissioner Jonathan Adelstein, broadcasting equity analyst Victor Miller, John Davis of NCFREE, and family humorist Dr. Charles Petty. Laura Boosinger and The Blue Ridge Entertainers entertained with their special style of traditional folk music, convincing even the most sophisticated broadcaster to don a straw hat and take to the dance floor.

For photos of the NCAB 2004 Annual Convention, see pages 6-10.



THE NEWSCASTER

North Carolina Association of Broadcasters

Hurricane Floyd Relief Fund

December 1999

NCAB Telethon/Radiothon Tops \$2.5 Million

The North Carolina Association of Broadcasters Hurricane Floyd Relief Fund Telethon/Radiothon was carried on Sunday, October 3, from noon until 6 p.m. by more than 133 radio and television stations in North Carolina, South Carolina, Tennessee, and Virginia. Thirty radio and television personalities worked in harmony to co-host the broadcast, raising over \$2.5 million.

"NAB applauds the phenomenal public service efforts of local broadcasters in North Carolina and the Southeast covering the devastating effects of Hurricane Floyd," said National Association of Broadcasters President/CEO Eddie Fritts. "Their life-saving disaster relief efforts and around-the-clock coverage prove once again that in a time of crisis, local broadcasters have an unparalleled commitment to community."

The Plaza Mall in Greenville hosted 50 telephone pledge operators with another 60 operators in the UNC-TV studios at Research Triangle Park. A total of 110 phones remained busy throughout the broadcast with answering machines and e-mail pledges filling in the gaps. Stations from across the state contributed their best stories and coverage of Hurricane Floyd's devastation, flooding, and personal tragedies. The ring-

ing phones kept operators busy for 90 minutes following the broadcast.

NCAB President Mike Weeks said, "Stations all across North Carolina had already conducted their own fund drives and raised hundreds of thousands of dollars. Now we have this unprecedented public service effort by the broadcast industry stretching to help our state and communities at this difficult time."

The six-hour telethon/radiothon included a host of celebrity and personal appearances including CBS soap opera stars Kim Zimmer and Michael O'Leary, East Carolina University Head Football Coach Steve Logan and members of the ECU Pirates football team, public officials,

and relief agency spokespersons, as well as taped messages of hope and encouragement from the Reverend Billy Graham, U.S. Senators Jesse Helms and John Edwards, Duke University basketball coach Mike Krzyzewski, and TV personality Maury Povich.

Below: Actress Kim Zimmer helps operators answer busy phones.



About This Issue

When Hurricane Floyd struck the Southeast on Sunday, October 3, it left a trail of destruction. Over 300 homes were destroyed, countless lives were lost, and the damage was extensive.

This issue of the *Newscaster* focuses on how the broadcast industry of North Carolina reacted to Hurricane Floyd. On pages 4-6 you'll find highlights from the telethon/radiothon. On pages 7-10 we've made space for you to brag about the work of your stations, as well as tell how your own lives have been touched. Floyd may be gone, but he's certainly not forgotten.

December 1999

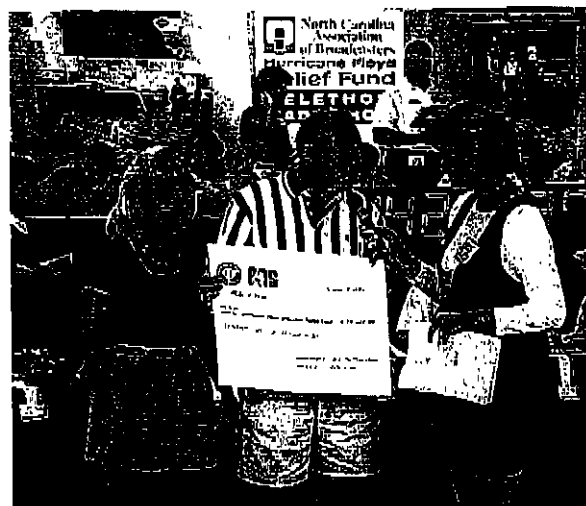
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Scenes from the Telethon/Radiothon October 3, 1999

Photo ops were abundant on Sunday, October 3, when television and radio personalities from across the state joined together with local celebrities and business leaders to come to the aid of the flood victims of Hurricane Floyd. *More photos pages 4-6.*



Tammy Watford (WLOS-TV/Asheville) interviews CBS Guiding Light soap star Michael O'Leary.



Donna Gregory (WNCN-TV/Raleigh) receives \$10,000 check from the Association of Carolina Shag Clubs.



Heather Moore (WARZ-TV/Smithfield) and Bob Vernon (WLFL-TV/Raleigh) make a plea for pledges.



*Above: Volunteers held the telethon together.
Below: Henry Hinton (NCAB Past President/New East Communications) tries out his coaching skills with the ECU football team.*



Above: Suzanne Stevens (WSOC-TV/Charlotte) receives \$25,000 check from Murray Brockman, Plant Manager, Dupont-Kinston.



NCAB Newscaster

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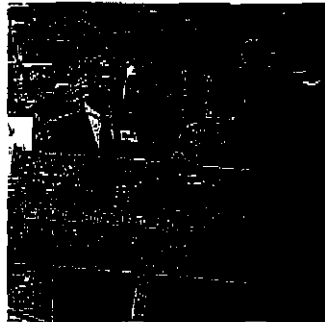
Above left: Sharon Delaney and Byron Day (WNCN-TV/Raleigh) and Sonja Gantt (NBC 6/Charlotte) make a pitch.



Above right: Suzanne Stevens (WSOC-TV/Charlotte) and Linda Shore (WITN-TV/Washington) team up.

Above: Gerald Waters (WARZ-TV/Smithfield) lends a shoulder to Kim Zimmer.

Right: Gary Dean (WITN-TV/Washington) accepts a \$50,000 donation from Bill Paramore of the N.C. Cable Telecommunications Association.



Below: Mike Weeks pauses with the crew from Harrah's Cherokee Casino. (L to R: Paula Brown, Entertainment Manager; Joyce Dugan, Principal Chief of the Eastern Band of Cherokee Indians; Marsha Cameron, Director of Marketing.



Right: Pitt Memorial Hospital and its Foundation present one of two checks totaling \$100,000. (L to R: Dave McRae, Pres. & CEO, University Health Systems of Eastern Carolina; David Brody, Chairman, PCMH Board of Directors; Tammy Chitwood, Chairman, PMH Foundation; Brenda Joyner, Executive Director, PMH Foundation; Dr. Dennis McBride, State Health Director.



Special Thanks

With 99% of all items underwritten or donated for the production and telecast, very few expenses were incurred.

NBC NewsChannel in Charlotte donated the satellite time.
WNCN-TV Raleigh donated use of satellite uplink truck.

JP Sports donated the production truck and engineers.

Sprint underwrote the cost of long distance and phone installation.

ECU Theatre Department donated the design and set building skills.

Colonial Properties d/b/a The Plaza Mall donated the location.

Pitt County Memorial Hospital Foundation coordinated all volunteers and solicited donations of printing for donor forms and many other items.

WITN-TV donated their people, time, and expertise to produce, direct, and coordinate the production.

UNC-TV added 60 additional phone volunteers and donated their phone bank, adding 60 additional phones to our phone bank.

Broadcast.com (Yahoo broadcast services) downlinked the feed and videostreamed it to a worldwide Internet audience.

NC Associated Press provided photographic images for the set.

NC Press Association distributed press releases and ad copy to member newspapers.

Proffitt's Dept. Stores placed telethon newspaper ads in every city where their stores are located, provided gift checks for donors, provided the hospitality room, and more.

And many other donations and underwriting...

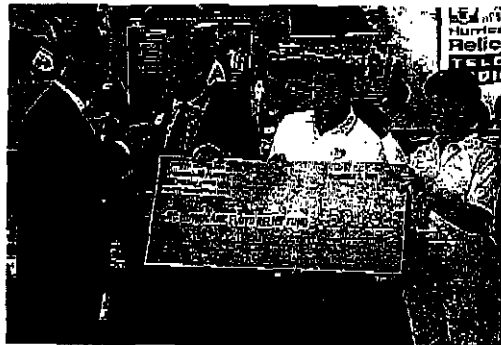
December 1999

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Above: On-air group at the end of the day. (L to R: Linda Shore (WITN-TV/Washington); Melinda Whitson (UNC-TV); Gary Dean (WITN-TV); Donna Gregory, Byron Day, and Sharon Delaney (all of WNCN-TV/Raleigh); Sonya Ham (WNNL/WDUR radio); Dave Jordan (WITN-TV); Henry Hinton (New East Communications); and Mike Weeks (NCAB President and WITN-TV).

Right: Bob Vernon (WLFL-TV/Raleigh) accepts \$50,000 check from Bill Freelove, Chairman, Michael Jordan Golf Tournament, along with Lewis Clark, Vice Chairman, and Pam Crocker Shadle, Tournament Director.



Telethon/Radiothon On-Air Talent

KC Austin — WKVS-FM
 Byron Day — WNCN-TV
 Gary Dean — WITN-TV
 Sharon Delaney — WNCN-TV
 Brad Durrett — WCZI/WGPM
 Sonja Gantt — WCNC-TV
 Donna Gregory — WNCN-TV
 Sonya Ham — WNNL/WDUR
 Henry Hinton — WCZI/WGPM
 Jerry Jam — WQOK-FM
 Dave Jordan — WITN-TV
 Gary McGrady — WTVD-TV
 Mac McKee — WMGV-FM
 Heather Moore — WARZ-TV
 Susan Mundy — WLOS-TV
 Anthony McSwain — WIKS-FM
 Linda Shore — WITN-TV
 Doris Skinner — WBXI/WURB/WBTE
 Tom Stanley — WTXV-AM
 Suzanne Stevens — WSOC-TV
 Mike Sullivan — WCZI/WGPM
 Kimberly VanScoy — WXII-TV
 Bob Vernon — WLFL-TV
 Gerald Waters — WARZ-TV
 Tammy Watford — WLOS-TV
 Melinda Whitson — UNC-TV
 Evelyn Wilson — WIFM-FM



Left: NCAB President Mike Weeks confers with state troopers.

Below left: KC Austin (WKVS-FM) interviews Richard Moore, former NC Secretary of Crime Control.

Below middle: The crew from WLOS-TV: Tammy Watford, Jim Young, and Susan Mundy.

Right: Suzanne Stevens, WSOC-TV/Charlotte.



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Top left: Gary Dean (WITN-TV/Washington) accepts a \$100,000 check from Dwight W. Allen, President, Sprint Mid-Atlantic Operations.



Left: Sharon Delaney (WNCN-TV/Raleigh) interviews Congressman Bob Etheridge, 2nd District N.C.

Right: NCAB President Mike Weeks with Leo Daughtry, Majority Leader, NC House of Representatives; Norris Tolson, Chairman, NC Hurricane Floyd Relief Fund.



Television Honor Roll

WACN - Apex	WTVD - Raleigh/Durham
WASV - Asheville	TV 68 - Raleigh
WLOS - Asheville	WRAL - Raleigh
WUNF - Asheville	WRAX - Raleigh
WJZY - Belmont	WUNP - Roanoke Rapids
WUNC - Chapel Hill	WARZ - Smithfield
WCNC - Charlotte	WITN - Washington
WSOC - Charlotte	WECT - Wilmington
WTVI - Charlotte	WSFX - Wilmington
WUNG - Concord	WUNJ - Wilmington
WKFT - Fayetteville	WWAY - Wilmington
WUPN - Greensboro	WUNL - Winston-Salem
WUNK - Greenville	WXII - Winston-Salem
WHKY - Hickory	WDNN/WTNB - Dalton,
WUNM - Jacksonville	GA/Cleveland, TN
WUNE - Linville	WBIR-2 Cable -
WLFL - Raleigh	Knoxville, TN
WNCN - Raleigh	WFVT - Rock Hill, SC

Radio Honor Roll

WCQS-FM - Asheville	WCZI-FM - Greenville	WPTF-AM - Raleigh
WTZY-AM - Asheville	WGPM-FM - Greenville	WRAL-FM - Raleigh
WANJ-FM - Belhaven	WNCT-AM - Greenville	WRBZ-AM - Raleigh
WMIT-FM - Black Mountain	WLGP-FM - Harkers Island	NCNN - Raleigh
WKXU-FM - Burlington	WANG-FM - Havelock	WCAB-AM - Rutherfordton
WPTL-AM - Canton	WIZS-AM - Henderson	WFJA-FM - Sanford
WCHL-AM - Chapel Hill	WHKY-AM - Hickory	WVCB-AM - Shallotte
WUNC-FM - Chapel Hill	WJNC-AM - Jacksonville	WMPM-AM - Smithfield
WCKB-AM - Dunn	WKOO-FM - Jacksonville	WKQB-FM - Southern Pines
WFXC-WFXK - Durham	WXII-AM - Kernersville	WCOK-AM - Sparta
WNNL/WDUR - Durham	WKVS-FM - Lenoir	WUKS-FM - St. Pauls
WBXB/WURB/WBTE - Edenton	WHLQ/WYRN - Louisburg	WARR-AM - Warrenton
WIFM-FM - Elkin	WKML-FM - Lumberton	WQNS-FM - Waynesville
WSTS-FM - Fairmont	WBRM-AM - Marion	WKSK-AM - W. Jefferson
WFSC-AM - Franklin	WIKS-FM - New Bern	WENC-AM - Whiteville
WFNC-AM/FM - Fayetteville	WTEB/WKNS/WBJD - New Bern	WZFX-FM - Whiteville
WQSM-FM - Fayetteville	WMGV-FM - Newport	WTXY-AM - Whiteville
WRCZ-FM - Fayetteville	WKBC-AM/FM - N. Wilkesboro	WWQQ-FM - Wilmington
WGBR-AM - Goldsboro	WMXF-FM - Old Fort	WQOK - S. Boston, VA
WKIX-FM - Goldsboro	WPNC-FM - Plymouth	
WPET-AM - Greensboro	WAUG-AM - Raleigh	

December 1999

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Broadcasters Find Needs, Fill Gaps

Hurricane Floyd changed the way we look at storms. This storm went well beyond the interruption of regular programming and shots of empty bread shelves on the news. This storm changed our lives. Members of the broadcasting community felt the frustration of blocked roads, the fear of being surrounded by rushing waters, and unwillingly came to recognize the smell that devastating floods bring.

Immediately you went to work,

not only *bringing* news, but *making* news. Funds were raised, needed supplies were collected and transported, and emotional buttons were pushed to make listeners/viewers understand the urgency of helping.

While the previous pages have celebrated the work of broadcasters regarding the NCAB Telethon/Radiothon, the following pages highlight the independent efforts of broadcasters.

The following articles are only a sampling of the work done by North Carolina broadcasters. Every community has a Floyd story to tell. Some of you were touched and humbled by the experiences, keeping them close to your hearts. Others were buoyed by your efforts and eager to tell of them.

We're happy to share them.

"Operation Radio Relief" Aids Greenville Area

Contributed by Jeff Diamond, WNCT-FM — Greenville

Our radio station became a lifeline for those who experienced Hurricane Floyd, the worst weather event in eastern North Carolina.

An amazing thing that happened occurred during our morning show, when Jerry Wayne, our morning host, and I took a phone call from a woman who was trapped in her car on Highway 97 near Rocky Mount. The woman and her children were in her car with water approaching the windows. They were fleeing the flood waters but couldn't get through because a tree was blocking the road. After unsuccessful attempts to reach 9-1-1, she called us and we put her on the air. We immediately put out a call to any rescue personnel who could get to her the fastest. That night on the NBC news with Tom Brokaw they showed footage of her being rescued from her car.

In the days after the hurricane much work was done. We started delivering supplies to shelters around

Pitt County. We then began two on-air promotions — "Operation Radio Relief" and "Operation Bellies and Butts."

"Operation Radio Relief" was a drive coordinated by us at Oldies 107.9 and Kiss FM 95.1 in Charlotte. Along with their morning show, "The Ace and TJ Show," they had a big collection of supplies, food, clothes, baby products, etc. shipped to Greenville in two big semi-trucks. They also helped raise over \$100,000 for relief to the area. The trucks pulled into Greenville and went right to the Red Cross relief building where those that lost everything could eventually get what they needed.

"Operation Bellies and Butts" is still going on. This started on the air as an effort to donate baby items, formula, diapers, bottles, clothes,

food, etc. to those families that lost everything and could not provide for themselves. We had listeners drop off supplies at car dealerships during remotes and also at our studios in Greenville. The response was incred-



Above: Participants from "Operation Radio Relief."

ible! We have a trailer in our parking lot that is completely full of supplies and we are now making efforts to get the baby supplies to those families who need it.

"Project Rebuild" A Long-Term Commitment

Contributed by David L. Foky, WRAL-TV — Raleigh

Most coastal Carolina hurricanes are covered with a couple of days of live shots from the beach before they hit, one day of wind-blown rain-soaked reporters as the storm comes ashore, and a week or so of follow-up reports on damage and recovery efforts. Hurricane Floyd approached the state like any number of storms before it, but what it did to eastern North Carolina and the people who live here is unprecedented. The reporting done on this storm — before, during, and after — is no less remarkable. WRAL-TV's coverage of Floyd is a unique combination of technology, story telling, and community involvement bundled together as "Project Rebuild."

*"Show people
what's happening and
put it in
perspective."*

WRAL's team of five full-time meteorologists brought decades of forecasting experience together with powerful new tracking software. The combination gave our viewers the best insight on where and when Floyd would hit North Carolina. We also provided advance warning on the drenching rains that would, in the days and weeks to come, become the real story behind the storm.

Technology also came into play as a tool for gathering news in the field. Both of our satellite trucks were sent to the coast for Floyd. Both were moved back inland after the storm passed through and teamed with four microwave trucks to cover the flooding. The new Sky5, a Bell 407, was also put through its paces with live coverage using five onboard cameras, in-flight editing, and air-to-air coverage of rescue efforts.

WRAL-TV focuses on viewer benefit. Instead of planting crews at the beach waiting for something to happen, we showed our viewers how to get ready for the storm. The stories went beyond the well-treaded advice about batteries and bottled water. We showed people what to do to make sure their insurance was up to the challenge, how to avoid con artists after the storm, and how to explain what was happening to their children. Real issues for real people. That tone was carried through once we went wall-to-wall with live coverage during the storm: show people what's happening and put it in perspective. WRAL Online (www.wral-tv.com) was an important part of our effort, registering more than 2.3 million page views the day Floyd came ashore and more than 6.3 million page views for the week.

Then the real work began.

The biggest natural disaster in North Carolina history continues to demand unprecedented resources from the state and federal governments, private relief groups and from news organizations. WRAL's "Project Rebuild" is an important part of that fabric. We have raised more than \$1,000,000 in private and corporate contributions for the recovery effort including the first \$100,000 presented to the drive by Capitol Broadcasting. "Project Rebuild" is a long-term commitment to cover the people directly affected by the storm and their efforts to reconstruct their lives, communities and businesses. Most hurricanes quickly come and go. Floyd has stayed.

Roxboro Stations Raise Funds, Awareness

Contributed by David Bradsher, WKRX-WRXO-WRNC — Roxboro

WRXO-FM, WKRX-FM, and WRNC-TV immediately jumped on the Floyd relief effort in cooperation with the Roxboro Woman's Club. We did live remotes at a local church which served as the center of the relief effort and the pickup point. From this effort, the community started pulling together. Over \$45,000

cash was raised and a number of tractor trailer loads of goods went to Kinston. Not only did we do live remotes interviewing local officials and volunteers, but provided continuing news coverage and spot announcements promoting the huge effort.

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Neighbors Help Neighbors in Greensboro

Contributed by Kay Lain, WGHP — Greensboro, High Point, Winston-Salem

Until the 1999 hurricane season, most North Carolinians thought Floyd was that quirky little barber on the Andy Griffith show. On September 16, Hurricane Floyd drenched eastern North Carolina, causing the worst flooding any resident could remember. Suddenly, the name Floyd had a different meaning to these small towns. This flooding was news, but the stories of the flood victims were filled with emotion. Story after story of ruined lives, misplaced people and pets, and damage beyond comprehension were beamed into living rooms at each newscast.

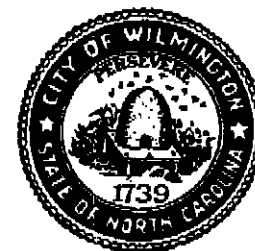
WGHP Vice President and General Manager Karen Adams is known for her compassion. It only took one look to put her into action. Karen was the driving force behind the organization of FOX8's *Neighbor Helping Neighbor* relief effort. On Tuesday, September 21, we announced in our 5 p.m. newscast that we would be hosting a relief effort to get necessities to the flood victims. By 5:30 p.m., the first donations were filling the station parking lot in what would become the definition of Neighbor Helping Neighbor. Day and night, the donations came by car and truck, filing in as if in a procession. People from all walks of life—the young, the old, the well-to-do, and the poor—came. Children even brought their banks to our collection jar. Before long we were filling up one, then another, and finally in just more than 36 hours, we filled ten tractor trailer trucks with food, water, and supplies. Two of those trucks took nearly 5,000 gallons of water to the coast. The donations continued to pour in, along with more than \$100,000 cash. We had trucking companies donate their

trucks and drivers, and strength was supplied by firefighters, high school groups, 4-H clubs, and FOX8 employees. Our Vice President and General Manager, the person who initiated this collection drive, worked day and night to fill the needs of these

flood victims. She was working practically around the clock, doing all she could to help. Thanks to the thousands of donations, volunteers, and the efforts of Karen Adams, neighbors really were helping neighbors in this statewide relief effort.

October 15, 1999

Mr. Mike Weeks, President
North Carolina Association of Broadcasters
150 Fayetteville Street Mall, Suite 1610
Raleigh, NC 27602



Dear Mr. Weeks:

The aftermath of Hurricane Floyd has had more far reaching effects on the citizens of eastern North Carolina than a day without broadcasting. The flooding has been biblical in nature and interrupted everyday life and commerce to a degree yet to be determined.

Wilmington found the many roads and highways leading to and from her under water, presenting families returning to their homes another emotional and logistical problem. It was quite obvious that the North Carolina DOT was not prepared to handle meaningful detour information, as a call to their offices and visits to their website quickly proved.

However, local radio station WGNI used its wide coverage to act as a real-time information source for which highways to use to and from Wilmington and in an adjacent 90-mile radius. The on-air personalities dropped all music and devoted 100% of their efforts to fielding calls about how to circumnavigate flooded roads. What a service!

Please ensure that WGNI receives special recognition for this outstanding public service. Even today, I had someone mention how the station helped them find an alternate to I-40. It's efforts such as those of WGNI that help make up the fabric of the City of Wilmington.

Sincerely,

Hamilton E. Hicks, Jr.
Mayor
City of Wilmington, NC

NCAB Newscaster

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Lee County Radio Stations Make A Difference

Contributed by Margaret Murchison, WWGP-WFJA — Sanford

After mapping out a relief effort that would concentrate totally on emergency essentials, radio stations WWGP-AM and WFJA-FM in Sanford formed a partnership with the local chapter of the American Red Cross, Goodwin Trucking Company, the Lee County Sheriff's Department, and J.T. Davenport and Sons, which resulted in filling four tractor trailers and a covered moving van with bottled water, cleaning supplies, nonperishable food items, baby foods and supplies, and pet food. Ammons Trucking Company was also a part of the relief effort and provided a tractor and a driver.

While we were in the midst of filling the first trailer, we were contacted by a resident of Kinston who said there were people in a shelter without food and day-to-day essentials. We began solicitation at 6:30 a.m. the following morning, gathering contributions at three locations. A delegation from Kinston arrived at the radio stations that evening and was met by a crowd of volunteers who quickly loaded their truck with food, water, and hygiene and baby supplies. A large portion of the supplies was purchased with a contribution from the Sanford Kiwanis

Club. While the special relief effort was underway, the initial relief effort continued.

Children from day care centers, schools, boys and girls clubs, churches, businesses, industries, and individuals all joined the radio stations' relief efforts. Local restaurants provided lunch and breakfast for the volunteers each day, and convenience stores provided ice and beverages. One volunteer spent each day at the stations collecting and boxing the contributions. She even stood by the curb on busy US 1 South and solicited contributions, which she used to purchase nonperishable food items to help fill the truck. After three weeks time, the tractor trailers had been sent to the hardest hit areas of Tarboro and Kinston, and we were told that everything was able to be used immediately.

The staff and management at WWGP and WFJA are pleased to have been able to bring a bit of sunshine to our neighbors in the east. We pray for their continued success as they rebuild and remodel.

Greensboro Station Leads The Way

Contributed by Deborah Hooper, WFMY — Greensboro

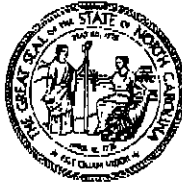
On Tuesday, September 14, WFMY-TV broadcast the Hurricane Floyd Emergency Management Call-In program that originated out of Raleigh. The program won the time period with an 11.4 rating 18 share. On Wednesday, September 15, WFMY-TV launched our new website WFMY.com in our 6 p.m. newscast. Within the first 24 hours, we had about a half million hits. Beginning at 5 p.m. on Wednesday, September 15, WFMY-TV began continuous local news and weather coverage of the approaching hurricane through midnight. At midnight, we carried WRAL's feed with our own local weather updates every half hour through the night. At 5 a.m. Thursday, we began our own full local coverage again through 10 a.m. On Friday morning, we began our own local relief fund by contributing

\$8,000 ourselves. We asked BB&T and Winn-Dixie to partner with us. To date, we have raised almost \$500,000. This money is donated to the American Red Cross chapters in eastern North Carolina.

"We'll continue to solicit donations... to help victims get their lives back together."

Beginning Monday, September 27, through Friday, October 1, our entire *Good Morning Show* was produced from eastern North Carolina to show local Piedmont viewers the extent of the flood damage there and how much their help was needed. WFMY continues to cover eastern North Carolina's recovery from the devastation caused by Hurricane Floyd. We'll continue to solicit donations for our Hurricane Floyd Relief Fund so that these dollars can go to help

victims get their lives back together.



STATE OF NORTH CAROLINA
OFFICE OF THE GOVERNOR
20301 MAIL SERVICE CENTER • RALEIGH, NC 27699-0301

MICHAEL F. EASLEY
GOVERNOR

October 21, 2003

Federal Communications Commission
Localism Task Force
Charlotte, NC

RE: Comments to Localism Task Force at
October 22, 2003, Meeting in Charlotte

Dear FCC Members:

I am writing to offer comments on the issue of localism in broadcasting.

As Governor, a former Attorney General and a former District Attorney in Brunswick County, I have seen first hand how North Carolina's broadcasters respond daily to the interests of the public in impressive ways. This includes excellent news and public affairs programming coverage of local issues, broadcasting thousands of public service announcements ("PSAs") annually on a variety of matters of concern to local communities and carrying telethons and other programming to benefit charities.

I especially applaud the efforts of North Carolina broadcasters during times of natural disaster. By broadcasting PSAs to raise money for disaster relief, our State's broadcasters are playing a major role in the recovery from Hurricane Isabel, which devastated much of eastern North Carolina in September. These current PSAs and those provided in the past at no charge by North Carolina broadcasters to help with disaster recovery in recent years would have a market value in the millions if purchased by advertisers.

The Isabel relief effort is only one in a long list of such efforts. A telethon/radiothon in October 1999, sponsored by the members of the North Carolina Association of Broadcasters raised over \$2.5 million for the Floyd Relief Fund, which was vital to efforts to provide assistance to North Carolina families devastated by the storm. In addition, dozens of broadcasters held local fundraising efforts for this cause. This was, by no means, an isolated event. North Carolina broadcasters also provide important local news coverage to warn people of impending disasters -- natural or otherwise and to help with recovery.



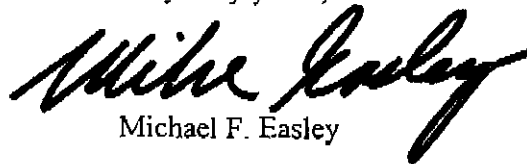
FCC Members
Page 2
October 21, 2003

As you consider the localism issue, I urge you to keep in mind the long-standing tradition of local public service that North Carolina's broadcasters have provided to their communities in this State.

Thank you for your consideration of these comments and for your concern for localism and the public interest stewardship of North Carolina radio and television broadcasters.

With warm personal regards, I remain

Very truly yours,

A handwritten signature in black ink, appearing to read "Mike Easley", written in a cursive style.

Michael F. Easley

MFE/ASH/lc

**State of North Carolina**

Roy Cooper
Attorney General

October 21, 2003

Chairman Michael K. Powell
Federal Communications Commissioners
445 12th Street, SW
Washington, DC 20554

Dear Chairman Powell and Members of the Commission:

I write to urge the members of the Federal Communications Commission to acknowledge the benefit provided to American consumers by the diverse, locally operated media outlets in North Carolina.

Here in North Carolina, our broadcasters and other media firms provide benefit to viewers and listeners by offering different perspectives and points of view. Because broadcast television and radio remain the public's main source of news and entertainment, our airwaves provide a unique forum for democracy.

Broadcasters also provide many public service benefits to the people of North Carolina. For example, we are counting on North Carolina broadcasters and law enforcement to instantly notify the public when a child is abducted by using the North Carolina AMBER Alert system. In addition, broadcasters have joined us by contributing time for public service announcements warning consumers about identity theft and telling them how to stop unwanted telemarketing calls.

Thank you for your careful examination of the issues surrounding the proposed ownership limits, and for the opportunity to share our thoughts with you.

Very truly yours,

A handwritten signature in black ink, appearing to read "Roy Cooper".

Roy Cooper





NEW HANOVER COUNTY

DEPARTMENT OF EMERGENCY MANAGEMENT

P.O. BOX 1525

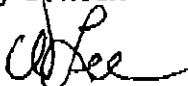
20 NORTH FOURTH STREET

WILMINGTON, NORTH CAROLINA 28402-1525

TELEPHONE (910) 341-4300

FAX (910) 341-4299

Memorandum

To: Whom it May Concern
From: Warren Lee 
Date: October 21, 2003
Ref: Emergency Operations and Media Relations

During my thirteen-year tenure in Emergency Management I have had many occasions to work hand-in-hand with the media, including print, radio and television, both from the local and national markets. It has been my practice to develop a close working relationship with the local media in each of the markets in which I've worked. This relationship has enabled me to have immediate and direct access to large segments of the general population at any given time. There have been numerous occasions when I needed to get emergency information out to large numbers of people and the local broadcast media met that need. Specific examples include warnings for localized flooding, hazardous materials emergencies, and potential tornadoes. The local print and broadcast media have also enabled me to get basic family preparedness information out to the population each year prior to the onset of hurricane season and winter.

I consider the media family to be an integral part of the Emergency Management team and value their cooperation and participation just as much as any other member of the team. Our jobs as emergency managers would be almost impossible without the media.



September 29, 2003

WITN TV
P.O. Box 468 / Hwy 17S
Washington, North Carolina 27889

Director of the Weather Department:

I am writing to express my appreciation for the accurate reporting on Hurricane Isabel.

I am the Executive Director of a 159 bed skilled nursing facility in Tarboro. Your reports helped us to be prepared for what could have been a deadly disaster. By knowing the tract and times most likely to be hit, we were able to have the needed staff at the most needed time.

This helped us to not only deliver the care needed for our patients but also to accommodate our staff to provide safety for them.

Again, thank you and your staff for concise and accurate reporting of the weather.

A handwritten signature in cursive script, appearing to read "Effie Webb".

Effie Webb
Executive Director

EW/phs

HOSPICE OF MITCHELL COUNTY, INC
284 HOSPITAL DRIVE, PO BOX 38
SPRUCE PINE, NC 28777

Phone: (828) 765-5677

Fax: (828) 765-5680

E-mail: hospice1@mitchell.main.nc.us

Telecopy Cover Sheet

Date: 070202 Fax: 682-6227 # Of Pages 1
(Including this page)

To: Steve Murphy From: Clarice

Message

I got brave yesterday + gave blood. In the process, my blood pressure dropped \downarrow ! So I had to lay for quite some time with my feet elevated higher than my head. During that time I overheard quite a few conversations. The Red Cross staff asked each person how they had learned about the blood drive. Over + over I heard the response... "They've been talking about it on the radio all day - at least every $\frac{1}{2}$ hour."

Thank you for the great PR! The Red Cross had set a goal of 35 usable pints of blood, and they collected 37 pints.

Confidentiality Statement

The information contained in this facsimile message may be confidential and/or legally privileged. It is intended for the use of the individual or entity named. If the reader of this message is not the intended recipient, you are hereby notified that any use, dissemination, distribution, or copy of this telecopy is strictly prohibited. If you feel you have received this telecopy in error, please notify us immediately by phone at (828)765-5677 and return the original message to us at the address above. Thank you.



STATE OF NORTH CAROLINA
OFFICE OF THE GOVERNOR
RALEIGH 27603-8001

JAMES B. HUNT JR.
GOVERNOR

November 8, 1999

Mr. Mike Ward
General Manager
WNCN-TV
1205 Front Street
Raleigh, NC 27609

Dear Mike:

Thank you for providing a satellite uplink truck during the Hurricane Floyd Relief Telethon on Sunday, October 3rd. As you know, the telethon raised an enormous amount of money for the victims of Hurricane Floyd.

Money from the NC Hurricane Floyd Relief Fund is already helping the people of Eastern North Carolina to get back on their feet and rebuild their communities. The fund is being administered by the United Way of North Carolina at no cost - meaning every cent donated will benefit storm victims directly.

Again, Mike, thank you for donating the satellite uplink truck. It really helped make the telethon a success.

My warmest personal regards.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Hunt".

James B. Hunt Jr.

JBH/acp



OPERATION: SAFE Child

April 29, 2003

Mr. Phil Zachary
Curtis Media Group
3012 Highwoods Blvd
Raleigh, NC 27604

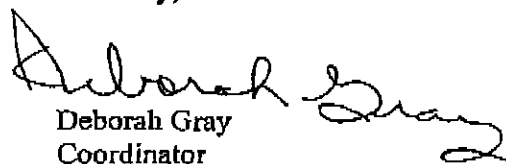
Dear Mr. Zachary:

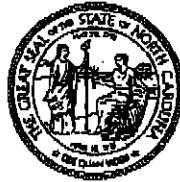
Thank you for participating in "Operation Safe" child on Saturday, April 19, 2003. You helped make it a phenomenal success by promoting the event on all of your local radio stations. We digitally fingerprinted over 450 children. Parents and children alike took advantage of the free information ranging from poison prevention and swimming safety to ways to escape a potential abductor. Sheriff Donnie Harrison and his K-9, Thor, greeted children as Pluggie the robotic Fireplug answered a variety of fire safety questions. Misty Clymer, our current Miss North Carolina, and the North Carolina Pickle Princesses highlighted the day with a variety of song and dance routines.

We greatly appreciate the live radio coverage provided by five Curtis Media Group stations: WPTF-680 AM, WQDR-94.7 FM, WWMY-102.9 FM, WYMY 96.9 FM, and WBBB-96.1 FM. Additionally, local television stations: WDVD-Channel 11, New Channel 14, and WLFL-22 covered the event on their 6:00pm and 11:00pm newscasts.

Thank you again for your generous support. The combined effort of community, law-enforcement, and media will help keep children in our area safe.

Sincerely,


Deborah Gray
Coordinator

Public File

North Carolina
Department of Health and Human Services
101 Blair Drive • Post Office Box 29526 • Raleigh, North Carolina 27626-0526
(919) 733-4534 • Courier 56-20-00

James B. Hunt Jr., Governor

December 1, 1999

H. David Bruton, M.D., Secretary

Mr. Mike Ward, President
NBC-Channel 17 News
2619 Western Boulevard
Raleigh, North Carolina 27606

Dear Mr. Ward:

Your station will never know the impact you had on certain parts of the community when faced with the impending news of Hurricane Floyd and its aftermath. Your program gave the best information and kept people who are deaf and many who are hard of hearing informed of the warnings, news updates, status reports and all other communications that happened before, during and after the disaster. Your station realized the importance of providing equal access to communication through real-time captioning, unfortunately, most television stations failed to implement such a simple provision. People who are deaf or hard of hearing have told us that they really appreciated the information broadcasted by your station. Such information helped them make informed decisions about where to go and what to do to protect themselves and their property.

Our Division commends your station on an outstanding job in reaching out to those who have been excluded in the past. Thank you for providing first rate data to a community so deserving of it.

Sincerely,

George D. McCoy
George D. McCoy

cc: Kevin Earp, Chairman - NC Council for the Deaf and the Hard of Hearing
Dave Binning, President - NC Association of the Deaf
Wayne Giese, President NC Self Help for the Hard of Hearing



*March of Dimes
Birth Defects Foundation*

*Eastern Carolina Division
Triangle Branch
4112 Pleasant Valley Road, Suite 208
Raleigh, North Carolina 27612
Telephone (919) 781-2481
Fax (919) 781-2317
Website: www.marchofdimes.citysearch.com*

To Whom It May Concern:

This letter is written stating the work that WNCN (NBC 17) has done for the March of Dimes.

The relationship that the March of Dimes shares with NBC 17 has been growing the past few years thanks to the hard work of their promotions as well as on air talent. Their top two anchors, Bill Gaines and Sharon Delaney have been active honorary chairs with our events for the past couple of years.

In addition to their anchors serving as honorary chairs for our events, the news department has generously given time to our volunteers for our major fundraising event, WalkAmerica. They also covered our other major fundraising events. Their active participation has been key to raising public awareness for the March of Dimes.

The station also has aired our PSA's and other service announcements. They also covered our Prematurity Campaign Kick-Off event. This event was critical to the launch of our new 5-year, \$75 million Prematurity Campaign, and we were able to obtain the critical news coverage to create the buzz in the community that has this campaign working.

NBC 17 will also become an official WalkAmerica Media Sponsor starting in 2004. This deal includes running our PSA's during peak times and continued use of their anchors for the event. This sponsorship will help the March of Dimes obtain even greater notoriety in the Triangle area and throughout North Carolina.

Sincerely,

Matthew Rhodes
Communications Coordinator

North Carolina State University is a land-grant university and a constituent institution of The University of North Carolina

Department of Communication
College of Humanities and Social Science
Box 8104 / 201 Winston Hall
Raleigh, NC 27695-8104

NC STATE UNIVERSITY

919.515.9736 (phone)
919.515.9456 (fax)

April 19, 1999

Natalie McIver
NBC-17
1205 Front Street
Raleigh, NC 27609

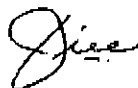
Dear Natalie,

Thank you very much for talking with our communication interns at NCSU this spring! Your continued interest and support has meant a great deal to our internship program and to me, personally. I know that you stay very busy with your work, and I appreciate the time and effort you put into developing the career potential of NCSU communication students, both through your sponsorship of internships and your presentations.

I'll look forward to working with you this summer and in your future endeavors. I'm disappointed to learn that you will not be producing the local interest show that has been so beneficial to our students, but I hope that you will remember us in whatever you undertake after TV; our interns always benefit from your mentoring.

Thank you again for your help and generosity!!!

Sincerely,



Jill B. Heaton